

					(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
		100s		Diff	100s	Lift	100s	100s		Projected 1998	Annual	8 Month
		Box	Dist	to	Box	Incr	Soft	Soft	Incr	Tot Industry	Incremental 100s	Incremental 100s
Mkt	Market Name	Dist	Goal	Goal	Share	Dist	Share	Cann	Total	Mkt Annual Vol	RC Box Volume	RC Box Volume
2A0	Baltimore	0%	65%	65%	0.10	0.062	0.16	0.096	0.062	4,705,030,642	2,935,939	1,957,293
2B0	Washington	0%	65%	65%	0.07	0.047	0.12	0.072	0.047	8,292,890,686	3,881,073	2,587,382
5L0	Los Angeles	0%	65%	65%	0.07	0.047	0.12	0.072	0.047	15,412,859,022	7,213,218	4,808,812
5I0	San Francisco	0%	65%	65%	0.06	0.039	0.10	0.060	0.039	5,794,313,374	2,259,782	1,506,521
4L0	Chicago	0%	65%	65%	0.11	0.070	0.18	0.108	0.070	12,054,126,343	8,461,997	5,641,331
											24,752,009	16,501,339
A) Estimated at 60% of current 100s soft share												
B) Incr from distribution gains: (A) * Incremental Distribution												
C) 6MM, MSA Volume Shipped Share, 6/97												
D) Assumes 60% cannibalization												
E) Box Share (A) - Soft Cannibalization (D) + Lift from Distribution (B) = Incremental Box Total (E)												
F) 1997 volume declined at industry decline rate												
G) Tot Ind Mkt Volume (F) * Incremental Box Share (E)												
H) Annual Incremental Volume (G) * 8 months in market												

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